

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) An advertisement system comprising:

a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal, and capable of displaying an advertisement on said display when said display is operating in a standby screen mode;

a terminal management device for managing said portable telephone communication terminal; and

an advertisement broadcast device for storing advertisement data provided by an advertisement broadcaster,

wherein said terminal management device has comprises:

notification means for, when a registration request for including first information representing that said portable telephone communication terminal is an advertisement display terminal and second information representing an advertisement broadcaster designated by said portable telephone communication terminal is issued by said portable telephone communication terminal, notifying said advertisement broadcast device of the registration request including the first information in accordance with the second information,

registration means for registering the first information and the second information when said advertisement broadcast device sends registration acceptance in response to the registration request notification from said notification means, and

display control means for, when advertisement data is received from said advertisement broadcast device which is a registration acceptance notification source, transmitting the received advertisement data to said portable telephone communication terminal on the basis of the registered first information and the registered second information, and displaying the advertisement data on the standby screen display of said portable telephone communication terminal when said display is operating in said standby mode.

2. (Currently Amended) A The system according to claim 1, wherein when a registration cancel request for said portable telephone communication terminal is issued, said registration means cancels registration of the first information and the second information, and said notification means notifies said advertisement broadcast device of cancellation of registration of said portable telephone communication terminal.

3. (Currently Amended) An advertisement system comprising:

a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal, and capable of displaying an advertisement on said display when said display is operating in a standby screen mode;

a terminal management device for managing said portable telephone communication terminal;

a server which is connected to the Internet and has a plurality of advertisement pages that store advertisement data; and

an advertisement management device for managing each advertisement page of said server,

wherein said advertisement management device has registration means for registering URLs of an said plurality of advertisement page pages of said server in said terminal management device, and

said terminal management device has comprises:

search means for, when said portable telephone communication terminal sends a particular URL of an Internet page, searching said URLs registered by said registration means for the sent particular URL,

notification means for notifying said advertisement management device of the searched particular URL when said search means finds out the particular URL,

transmission means for, when said advertisement management device sends back registration acceptance in response to the URL notification from said notification means, transmitting the registration accepted a registered URL for the particular URL to said portable telephone communication terminal,

request means for, when a transmission request for advertisement data of an advertisement page corresponding to the registered URL is received from said portable telephone communication terminal in response to transmission of the registered URL, requesting transmission of the advertisement data corresponding to the registered URL of said server, and

display control means for, when the advertisement data is received from said server in response to the advertisement data transmission request, transmitting the received advertisement data to said portable telephone communication terminal, and displaying the advertisement data on the standby screen display of the portable telephone communication terminal when said display is operating in said standby mode.

4. (Currently Amended) A The system according to claim 3, wherein when said portable telephone communication terminal sends cancel cancellation information based on cancel an ending of the standby screen mode, said notification means notifies said advertisement management device of the cancel cancellation information.

5. (Currently Amended) An advertisement display method in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal and capable of displaying an advertisement on said display when said display is operating in a standby screen mode, a terminal management device for managing the portable telephone communication terminal, and an advertisement broadcast device for storing advertisement data provided by an advertisement broadcaster, the method comprising the steps of:

sending, when a registration request for including first information representing that the portable telephone communication terminal is an advertisement display terminal and second information representing an advertisement broadcaster designated by the portable telephone communication terminal is issued by said portable telephone communication terminal, sending a registration request notification including the first information from the terminal management device to the advertisement broadcast device;

registering the first information and the second information in the terminal management device when the advertisement broadcast device sends registration acceptance; transmitting, when the advertisement broadcast device which has sent registration acceptance transmits advertisement data, transmitting the advertisement data from the terminal management device to the portable telephone communication terminal in accordance with the registered first information and the registered second information; and

displaying the advertisement data transmitted from the terminal management device on the display-standby screen of the portable telephone communication terminal when the display is operating in the standby mode.

6. (Currently Amended) A The method according to claim 5, further comprising the steps of:

canceling registration of the first information and the second information by the terminal management device upon reception of a registration cancel request from the portable telephone communication terminal; and

at the same time, notifying the advertisement broadcast device from the terminal management device of cancellation of registration of the portable telephone communication terminal.

7. (Currently Amended) An advertisement display method in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal and capable of displaying an advertisement on said display when said display is operating in a standby-screen mode, a terminal management device for managing the portable telephone communication terminal, a server which is connected to the Internet and has a plurality of advertisement pages that store advertisement data, and an advertisement management device for managing each advertisement page of the server, the method comprising the steps of:

registering URLs of an the plurality of advertisement page from pages of the server by the advertisement management device in the terminal management device;

searching, when the portable telephone communication terminal sends a particular URL of an Internet page, searching registered URLs for the sent particular URL to notify the advertisement management device from the terminal management device of the searched particular URL;

transmitting, when the advertisement management device sends registration acceptance in response to the URL notification, ~~transmitting the registration accepted a registered URL for the particular URL~~ from the terminal management device to the portable telephone communication terminal;

requesting, when the portable telephone communication terminal requests transmission of advertisement data of a corresponding advertisement page in response to transmission of the registered URL, requesting transmission of the advertisement data corresponding to the registered URL of the server from the terminal management device;

transmitting, when the advertisement data is received from the server in response to the advertisement data transmission request, ~~transmitting the received advertisement data from the terminal management device to the portable telephone communication terminal; and~~

~~displaying the advertisement data transmitted from the terminal management device on the standby screen display of the portable telephone communication terminal when the display is operating in the standby mode.~~

8. (Currently Amended) ~~A~~ The method according to claim 7, further comprising the step of, notifying, when the portable telephone communication terminal sends a registration cancel request, ~~notifying~~ the advertisement management device from the terminal management device of the registration cancel request.

9. (Currently Amended) ~~An~~ A storage medium storing an advertisement display program for causing a computer to execute a process in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication terminal and capable of displaying an advertisement on said display when said display is operating in a standby screen mode, a terminal management device for managing the portable telephone communication terminal, and an advertisement broadcast device for storing

advertisement data provided by an advertisement broadcaster, comprising a program which executes the process comprising the steps of:

sending, when a registration request for including first information representing that the portable telephone communication terminal is an advertisement display terminal and second information representing an advertisement broadcaster designated by the portable telephone communication terminal is issued by the portable telephone communication terminal, sending a registration request notification including the first information from the terminal management device to the advertisement broadcast device;

registering the first information and the second information in the terminal management device when the advertisement broadcast device sends registration acceptance;

transmitting, when the advertisement broadcast device which is a registration acceptance notification source transmits advertisement data, transmitting the advertisement data from the terminal management device to the portable telephone communication terminal in accordance with the registered first information and the registered second information; and

displaying the advertisement data transmitted from the terminal management device on the standby screen display of the portable telephone communication terminal when the display is operating in the standby mode.

10. (Currently Amended) A The storage medium program according to claim 9, wherein the process further comprising a program which executes comprises the steps of:

canceling registration of the first information and the second information by the terminal management device upon reception of a registration cancel request from the portable telephone communication terminal; and

at the same time, notifying the advertisement broadcast device from the terminal management device of cancellation of registration of the portable telephone communication terminal.

11. (Currently Amended) An A storage medium storing an advertisement display program for causing a computer to execute a process in a system having a portable telephone communication terminal capable of communicating with other portable telephone communication terminals utilizing a display on said portable telephone communication

terminal and capable of displaying an advertisement on said display when said display is operating in a standby-screen mode, a terminal management device for managing the portable telephone communication terminal, a server which is connected to the Internet and has a plurality of advertisement pages that store advertisement data, and an advertisement management device for managing each advertisement page of the server, comprising a program which executes the process comprising the steps of:

registering URLs of an the plurality of advertisement-page pages of the server from by the advertisement management device in the terminal management device;

searching, when the display of the portable telephone communication terminal is in no-use standby mode and the portable telephone communication terminal sends a particular URL of an Internet page, searching registered URLs for the sent particular URL to notify the advertisement management device from the terminal management device of the searched particular URL;

transmitting, when the advertisement management device sends registration acceptance in response to the URL notification, transmitting the registration accepted a registered URL for the particular URL from the terminal management device to the portable telephone communication terminal;

requesting, when the portable telephone communication terminal requests transmission of advertisement data of an advertisement page corresponding to the registered URL in response to transmission of the registered URL, requesting transmission of the advertisement data corresponding to the registered URL of the server from the terminal management device;

transmitting, when the advertisement data is received from the server in response to the advertisement data transmission request, transmitting the received advertisement data from the terminal management device to the portable telephone communication terminal; and

displaying the advertisement data transmitted from the terminal management device on the standby-screen display of the portable telephone communication terminal when the display is operating in the standby mode.

12. (Currently Amended) A The storage medium program according to claim 11, wherein the process further-comprising a program which executes comprises the step of,

notifying, when the portable telephone communication terminal sends a registration cancel request, ~~notifying~~ the advertisement management device from the terminal management device of the registration cancel request.